

Question 2

Using a Base case of 537.2 with 33.8 load,

8 scenarios were developed, as defined in ~~Table~~ Exhibit 1. The resulting Industry shipments based on each Manufacturer's individual load estimates range from a low of 520.3 billion units (assuming the load is cut 50% from ~~the~~ a base level) to a high of 540.3 billion (assuming a relationship between price elasticity and historical and equipment).

A summary of these estimates with Philip Morris and R.J.R.'s market shares are shown below.

(I will set up)

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